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March 15, 2010

TO: Members of the MAG Population Technical Advisory Committee

FROM: Debra Stark, Phoenix, Chair

SUBJECT: TRANSMITTAL OF MEETING NOTICE AND TENTATIVE AGENDA

Tuesday, March 23, 2010 - 10:00 a.m.
MAG Office, Suite 200, Saguaro Room
302 North 1st Avenue, Phoenix

A meeting of the MAG Population Technical Advisory Committee (POPTAC) will be held at the time and place noted above.

Members of the POPTAC may attend either in person, by telephone conference call or by videoconference. If you are attending by videoconference, you must make arrangements with Craig Chenery at MAG and your site coordinator by the Friday prior to the meeting. If you are attending via audio conference please contact Steve Gross at (602) 254-6300 at least one day prior to the meeting.

If you are driving, please park in the garage under the building. Bring your ticket to the meeting and parking will be validated. For those using transit, the RPTA will provide transit tickets for your trip. For those using bicycles, please lock your bicycle in the bike rack in the garage.

Pursuant to Title II of the Americans with Disabilities Act (ADA), MAG does not discriminate on the basis of disability in admissions to or participation in its public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting Heidi Bickart at the MAG office. Requests should be made as early as possible to allow time to arrange the accommodation.

Please be advised that under procedures approved by the MAG Regional Council on June 26, 1996, all MAG committees need to have a quorum to conduct business. A quorum is a simple majority of the membership or 14 people for the MAG POPTAC. If you are unable to attend the meeting, please make arrangements for a proxy from your jurisdiction to represent you. If you have any questions or need additional information, please contact Heidi Bickart at (602) 254-6300.

TENTATIVE AGENDA

1. Call to Order

2. Call to the Audience

An opportunity will be provided to members of the public to address the MAG POPTAC on items not scheduled on the agenda that fall under the jurisdiction of MAG, or on items on the agenda for discussion but not for action. Members of the public will be requested to limit their comments to three minutes. A total of 15 minutes will be provided for this agenda item, unless the Chair of the POPTAC provides for an exception to this limit. Those wishing to comment on action agenda items will be given an opportunity at the time the item is heard.

3. Approval of Meeting Minutes of February 23, 2010

4. Census 2010 Update

4a. Phoenix Complete Count Committee (CCC)

The City of Phoenix CCC and five subcommittees: Media, Business, Minority Outreach, Community & Schools, and Communities of Faith have held several meetings and have finalized their action plans. The charge to the CCC is to develop and implement a public awareness education program to inform residents about the benefits of completing and returning the 2010 Census questionnaire and to encourage every household to participate in the effort. An update will be provided.

4b. "Count to '10" Census Outreach Group

To assist jurisdictions in promoting the importance of filling out the census forms and ensuring high levels of participation, MAG has implemented the "Count to '10" Census Outreach Group. An update will be provided.

COMMITTEE ACTION REQUESTED

2. For information.

3. For information, discussion and approval of the minutes of February 23, 2010.

4a. For information and discussion.

4b. For information and discussion.

4c. Census Participation Rates

The Census Bureau is asking all of America to "Take 10 Minutes" to complete and mail back their 2010 Census Forms. To enable local officials to see how well their community is participating in real time and to compare their community with others, the Bureau has created a web page containing a map that will track mail back participation rates. A "Participation rate" is the percent of forms mailed back by households that received them. As forms are returned from the U.S. Postal Service as "undeliverable," the Bureau adjusts the rate to exclude these often vacant households. The Census Bureau expects this to provide a truer picture of public participation in the Census, especially with the current economic climate and housing market. Only participation rates for counties, incorporated places, and the census tracts within them, will be displayed on the map. MAG staff will provide a demonstration of the web page: <http://2010.census.gov/2010census/take10map/>

4d. Phoenix Local Census Office Operations

Al Nieto, Early Local Census Office Manager, will provide an update on the implementation of our Questionnaire Assistance Centers (QACS) which will open March 19th; updates on our recruitment effort for enumerators; and plan for the training of our approximately 8,000 people who will be trained in April.

4e. 2010 Boundary Annexation Survey (BAS) and Boundary Validation Program (BVP)

The Census Bureau 2010 Boundary and Annexation Survey (BAS) is complete. Responses to the 2010 BAS were due to the Census Bureau March 1, 2010. The BAS information is used when reporting the results of decennial and economic censuses and to support the American Community Survey (ACS) and the Census Bureau Population Estimates Program. Maintaining correct boundaries through the BAS helps ensure that the appropriate population is assigned to each entity.

4c. For information and discussion.

4d. For information and discussion.

4e. For information and discussion.

The Boundary Validation Program (BVP) provides an opportunity for the Highest Elected Official (HEO) to review the Census Bureau's boundary data for each entity. Phase One of BVP is complete. As part of Phase One, the HEO was to review the legal boundary, as well as any addresses along their boundary, for accuracy and return the completed BVP form within ten days of receipt of the information if the information is correct. If the information was incorrect the HEO was to work with the BAS contact to submit changes or corrections via the BAS. If the form was not returned, the Census Bureau assumed the boundary was correct. For those that responded that their boundary was incorrect, they will be involved in phase two of BVP to occur this summer. The Census Bureau uses the boundary information to tabulate data from the 2010 Decennial Census and the ACS. An update will be provided.

4f. Participant Statistical Areas Program (PSAP) Verification Phase

MAG and the MAG member agencies participated in the review and update of statistical entities in Maricopa County for the Participant Statistical Areas Program. This activity was concluded in March 2009 with the submission of updated statistical entities to the Census Bureau. Earlier this month, MAG staff received review materials provided by the Census Bureau to validate our statistical entities. MAG has reviewed these materials and determined that most member agencies had no significant changes between what was submitted in 2009 to what was presented to MAG by the Census Bureau. Several member agencies, however, did have some modifications made by the Census Bureau to their statistical entities. MAG staff have provided a list of those modifications and recommended actions to the member agencies, and requested member agencies to review those changes. The deadline to provide any final feedback to the Census Bureau is March 31. An update will be provided.

4f. For information and discussion.

4g. Timeline

MAG staff is monitoring and working with the Census Bureau to ensure MAG member agencies are aware of and meet any deadlines in order to obtain an accurate and complete count. Please see Attachment One for a draft Census 2010 timeline.

5. Land Use Data Collection

MAG staff maintains a number of regional databases on an ongoing basis to assist member agencies and to update our Socioeconomic Projections and develop an official set of population, housing unit, and employment projections. We have completed draft versions of General Plan Land Use and Existing Land Use. To ensure that we have the latest available information, we are now asking for member agencies to review the General Plan Land Use and Existing Land Use databases. Members of the MAG POPTAC will have begun receiving review materials this month. If you have not received review materials yet, it is because MAG staff are still finalizing the datasets for your review. Additionally, a draft Development Areas database is still in progress and will be released for member agency review next month. Finally, MAG staff maintain three regional land use datasets – General Plan of all member agencies, known development plans, and existing land use. As part of these land use datasets a common land use code that is applied to all the datasets is needed. In 2009, MAG staff updated the MAG land use codes with member agency input for single use land uses.

MAG staff would now like to confirm mixed used defaults and classifications for member agencies. MAG staff would like to accomplish this over the next month. Member agencies will be requested to provide comments on mixed use classifications as MAG staff understand them to be. An update will be provided.

4g. For information.

5. For information and discussion.

6. Arizona Department of Commerce (ADOC) Update

The Council of Technical Solutions was established by the State Demographer at the Arizona Department of Commerce in February 2009. This group, created by Executive Order 2009-1, meets every month to discuss technical issues as related to population data, methods and processes.

An update will be provided on the progress of the July 1, 2010 population estimates, and future estimates and projections.

7. Regional Updates

MAG POPTAC members and MAG staff will have the opportunity to provide an update on development within their jurisdiction, amendments to general plans and any special projects.

8. Chair and Vice Chair

On March 1, 2010, George Pettit, Gilbert Town Manager and Chair of the Population Technical Advisory Committee (POPTAC), retired after 25 years of public service. According to the MAG Committee Operating Policies and Procedures, the Vice Chair, Debra Stark, Phoenix Planning Director, is now Chair for the unexpired term of the previous Chair. On March 8 2010, Debra Stark announced that she will be the Mayor's Chief of Staff and will not be able to continue as POPTAC Chair. This creates two vacancies, one for Chair and another for Vice Chair of MAG POPTAC. MAG staff will send a notice to all agencies notifying them of both vacancies and solicit letters of interest for Chair and Vice Chair of MAG POPTAC. An update will be provided.

9. Next Meeting of MAG POPTAC

The next meeting of the MAG POPTAC is scheduled for Tuesday, April 27, 2010 at 10:00 a.m.

6. For information and discussion.

7. For information and discussion.

8. For information and discussion.

9. For information and discussion.